

For the Summer Camp



or the long tramp—for the bungalow in the woods or the cottage by the sea—for the Camp-Fire Girls or the Boy Scouts—for the fishing trip or the day's outing—for health and strength in all forms of outdoor life—nothing equals

Shredded Wheat

the food that supplies all the body-building material in the whole wheat grain, steam-cooked, shredded and baked

in the finest, cleanest food factory in the world. You can't get close to Nature without eating Nature's food. There is no outdoor joy like a good digestion and an appetite that is satisfied with foods that build healthy tissue, that keep the body vibrant with nervous force and muscular energy.

Shredded Wheat is so admirably adapted to outdoor life because it is ready-cooked and ready-to-serve and keeps indefinitely under all climatic conditions. Wherever possible it is best to heat both the Biscuit and the Triscuit to restore crispness before serving. The Biscuit is delicious with milk or cream, or fried in bacon fat and eaten with fish. TRISCUIT is the crisp, tasty Shredded Wheat Toast, delicious with butter or potted cheese.

"It's All in the Shreds"

The Shredded Wheat Company, Niagara Falls, N. Y.